



# **BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES**

## **SUMMER INTERNSHIP PROJECT 2021**



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**FACULTY GUIDE**

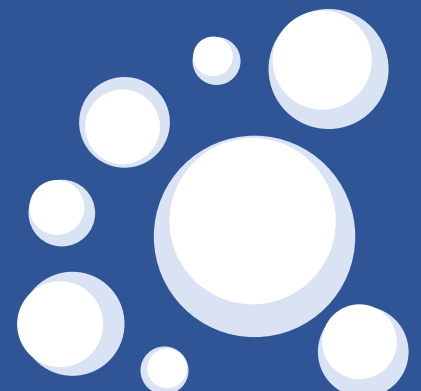
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**A STUDY ON MARKETING(BTL)STRATEGY OF BYJU'S**



A final project report submitted to

**BIJU PATNAIK UNIVERSITY OF TECHNOLOGY, ODISHA**

(For the partial fulfilment of the requirement of the Degree of MBA)

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Submitted by -

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UNDER THE GUIDANCE OF

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**Estd. 1999**

**Biju Patnaik Institute**  
*of Information Technology & Management Studies*

(Recognized by AICTE, New Delhi & Affiliated to BPUT, Rourkela, Odisha)

Date: 29<sup>th</sup> December 2021

**INTERNSHIP COMPLETION CERTIFICATE**

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Ms. Shalini Patra from Biju Pattnaik Institute of Information Technology & Management, Bhubaneswar has successfully completed her internship at **Think & Learn Pvt Ltd**, Rourkela office from 3<sup>rd</sup> September 2021 to 25<sup>th</sup> November 2021.

During her internship, Ms. Shalini Patra was associated on a project **“BYJU’S BTL Campaign-2021”** under the supervision of Mr. Naresh Jani, Assistant Marketing Manager, Bhubaneswar.

Ms. Shalini Patra displayed professional traits during her internship period and managed to complete all assigned tasks as requested. She was hardworking, dedicated and committed. It was a pleasure having her with us in this short period.

We wish her all the best in her future endeavors.

For **Think & Learn Pvt Ltd**



Abhinandan Choudhury  
Senior Marketing Manager, Kolkata  
Think & Learn Pvt Ltd

# ACKNOWLEDGEMENT

It is not possible to prepare a project report without the assistance & encouragement of other people. This one is certainly no exception. “On the very outset of this report, I would like to extend my sincere & heartfelt obligation towards all the personages who have helped me in this endeavour. Without their active guidance, help, cooperation & encouragement, I would not have made headway in the project.

I am extremely thankful and pay my gratitude to my faculty DR. ANKITA AGARWAL for her valuable guidance and support.

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I also acknowledge with a deep sense of reverence, my gratitude towards my parents, siblings and my family members, who have always supported me morally as well as economically.

At last But not least my gratitude goes to all of my friends who directly or indirectly helped me to complete this project report.

Any omission in this brief acknowledgement does not mean lack of my gratitude.

Thanking You

MS. SHALINI PATRA

# DECLARATION

I, Ms. **SHALINI PATRA** hereby declare that the Project Work titled “**A study On Marketing (BTL) Marketing Strategy of Byju’s**” is the original work done by me and submitted to **Biju Patnaik University of Technology**, Odisha, in partial fulfilment of requirement for the award of Master Of Business Administration is a record of original work done by me under the supervision of **DR. ANKITA AGARWAL**.

Regd No.: 2006258184

Date:

Signature of student

# **CERTIFICATE OF GUIDE**

## **TO WHOM SO EVER IT MAY CONCERN**

This is to certify that the Project Work titled “A study on Marketing (BTL) Strategy of Byju’s” is a bonafide work of MS SHALINI PATRA Enrol/Regd. No.: 2006258184 carried out in partial fulfilment for the award of degree of MASTER IN BUSINESS ADMINISTRATION FOR THE SESSION (2020-2022) of Biju Patnaik University of Technology, Odisha under my guidance.

This project work is original and not submitted earlier for the award of any degree / diploma or associate ship of any other University / Institution. The thesis:

- Embodies the work of the candidate herself
- Has duly been completed
- Fulfils the requirements of the rules and regulations relating to the summer internship of Institute.
- Is up to the standard both in respect to contents and language for being referred to the examiner.

Place:

Signature of the Guide

Date:

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# CHAPTER-01



# **INTRODUCTION**

Campaign marketing is very simply an approach to marketing whereby a brand, product or service is promoted via one – or a series of – clearly-defined and structured marketing campaigns, each of which having one clear goal in mind.

The goals of campaign marketing can be anything from building brand awareness to introducing a new product, increasing sales of a particular service, driving downloads of an update to an app or copies of an eBook, growing a social media following or email subscriber list, or even reducing the impact of some negative news.

No two campaign marketing efforts will ever be exactly the same, and indeed, it will be through first defining exactly what a campaign's goals are that will dictate the campaign marketing strategy – i.e. the amount of resources that will be ploughed in, what channels to use and which methods are likely to be the most effective.

Various campaign marketing endeavours will form arms of your overall inbound marketing strategy. For instance, if you had the goal of generating X number of new leads for your business, you would devise a campaign that ran alongside all your usual Inbound Marketing efforts, but the campaign itself would retain that one sole purpose of generating leads, and that one sole purpose only.

As such, campaign marketing is absolutely strategy-based. Successful campaigns will be ones that are carefully considered, well-researched, and highly focussed on the details and the execution, with all efforts acutely honed on achieving one specific goal.

## **BTL (Below The Line) Marketing:**

BTL activities are more focused and they are directed towards specific groups of customers. They are highly targeted, with advertisements being created keeping in mind the

demographic and psychographic characteristics of particular customer segments. The communication is highly personalized and the objective is to gain conversions.

The major advantage of BTL advertising is that the results of the campaign can be easily tracked. ROI is also higher here. Additionally, campaigns can be tailored for different subsets of consumers within a single segment.

### **Implementing BTL activities:**

- Outdoor advertisements: Billboards, fliers, banners, sandwich boards, and so on
- Direct marketing: SMS, emails, social media posts, pamphlets
- Sponsorship: Events, competition
- Public Relations: Press conferences, viral marketing
- In-store promotion: Visual merchandising, retailer pop-ups, sampling, sales promotions

### **Benefit Of BTL:**

1. Below the line activities creates a direct point of contact between customers and brands, helping them to understand each other in a better way.
2. BTL activities create brand awareness while attracting more customers, resulting in more sales leads.
3. Below the line activations help in reaching your target audience with much ease as compared to traditional ways of marketing.
4. BTL activities give an advantage to your brand by marking its presence. It makes your brand stand out while saving it from getting lost in the clutter.
5. Below the line activations help in building a positive image of a brand with instant results.
6. BTL activities make the brand memorable and remarkable. It creates an impact on the audience with its dynamic strategies.
7. BTL marketing activities allow audiences to get the insight of a product. It allows the audience to feel the product if sampling is taken as one of the measures in BTL activations.

8. BTL activities help in getting valuable feedback from the customer which helps in improving the product or service.

## **SCOPE AND OBJECTIVE OF THE STUDY**

### **Objective of the study:**

- To represent Byju's in on ground BTL promotional events in malls, supermarkets etc.
- To interact with the customers/parents directly to book free demo of Byju's.
- To generate leads through on ground activities.
- To manage operations of the BTL activities to make sure it runs smoothly.

### **Scope of the study:**

In the last six months, a new sales model has been brewing at Byju's—a direct, feet-onstreet approach with executives going home to home in small cities to sell the education-technology company's product.

This is, in a way, inconsistent with what you would expect from an internet company, which tend to leverage customer data and digital platforms to achieve sales targets.

“Instead of doing mentoring (pitching to customers) over a call, (The sales representatives) will do it in by directly visiting at the home of student in presence of their parents.

The freemium model is basically a 15day free trial where it grab the attention of the student because of high quality graphics and animation which makes learning so easy and interactive.

Mostly these activities were running in malls, societies, schools and PVR's / INOX.\

# **METHODOLOGY**

## **RESEARCH:**

Research is an original addition to the available knowledge, which contributes to its further advancement. It is an attempt to pursue truth through the methods of study, observation, comparison and experiment. In sum, research is the search for knowledge, using objective and systematic methods to find solution to a problem

Research methodology has many dimensions and research methods do constitute a part of research methodology. Why research study has been undertaken, how the research problem has been identified, in what way & why the hypothesis has been formulated, what data has been collected and what particular method has been adopted, why particular method of analysing the data has been used and the host of similar other questions are usually answered when we talk of research methodology concerning a research problem or study.

## **DATA COLLECTION:**

Primary data - Those are the data that are obtained by a study specially designed to fulfill the data needs of the problem. Meeting the company professionals personally collected the information necessary for the study.

Secondary data- Data, which are not originally collected but rather obtained from published or unpublished sources, are known as secondary data. In this research secondary data was collected through sources like Internet, research reports, magazines, and company journals.

**Primary source of data :**

1. Personal experience at the internship
2. Research more facts from different sources

**Data Collection Method:**

To Perform BTL activities at the crowded places or store such as MALLS, Showroom, Clothing store, Kids gift store, PVR , INOX .

Mostly based on the reviews on google the primary data was collected then one intern use to visit the premises talk with the manager or owner and pitch them to utilize their property on rent basis , so both parties will earn.

**Sampling Method:**

Byju's always ask for a nominal time contract based on footfall, and footfall of the people is something which is a mass population, but that data we get from the premises owner .

**Primary Data:**

- Data is made available through questionnaires and personal experiences during internship.

**Secondary Data:**

- Data were collected from various articles, and Internet.
- Questionnaires were prepared for customers to know the customer satisfaction.

## **LIMITATIONS**

- Targeting may be difficult.
- Extensive training may be required for the marketing teams.
- Deeper understanding of the customers and their culture is required.
- Users (Especially rural) may not trust the one-to-one contact due to earlier negative experiences.
- Requirement of the localized content creation.
- Targeting the diverse cultures and users with the same theme is difficult Advertisements.

# **CHAPTER-02**

# **INDUSTRY ANALYSIS**

## **E-Learning:**

The concept of e-learning is defined in many different ways fundamentally because the actors that use it are very diverse, each with its idiosyncrasy and scope of application. From the perspective of its conception and development as a training tool, e-learning systems have a pedagogical and technological duality. Pedagogical in that these systems should not be mere containers of digital information, but should be transmitted according to pedagogically defined models and patterns to face the challenges of these new contexts. Technological in that the entire teaching-learning process is based on software applications, mainly developed in web environments. From the perspective of its use, one could distinguish the vision that its final users have, that regardless of their maturity and training, they will see the e-learning system as a source of services to achieve their educational commitment. The scope of e-learning may be limited by reducing it exclusively to the Internet, as (Rosenberg, 2001) defines it as: “the use of Internet technologies for the delivery of a wide range of solutions that improve knowledge and performance. It is based on three fundamental criteria:

- The e-learning network works, which makes it capable of being instantly updated, stored, retrieved, distributed and allows to share instruction or information.
- It is delivered to the end user through the use of computers using standard Internet technology.
- It focuses on the broader vision of learning that goes beyond traditional training paradigms.”



Here are some features of educational websites:

1. **Online Enrolment**– An e learning website must have a sign up or login page for students and teachers.
2. **Reports and Analytics**– By analysing data with online reports of the user online behaviour and activities, an assessment can be made to determine if the site is providing the users with the environment and content as desired.
3. **Student Evaluation and Feedback**– Use tests and quizzes built into a course for continuous evaluation. According to (Hattie & Timperley, 2007), feedback should provide answers to three questions: “Where am I going? (What are the goals?), How am I going? (What progress is being made toward the goal?), and where to next? (What activities need to be undertaken to make better progress?)”.
4. **High Quality Content**– Limiting the size of modules for courses will ensure more engagement from learners as smaller modules will have a better feel of making progress, ensure hands on learning by incorporating interactions and activities and make the website more engaging by use of images and graphics visuals
5. **Gamification and Triggers**– Use gaming mechanics to capture learner interest and increase engagement and retention.
6. **Social Community**– Most people spend a great amount of time on social media. Including a discussion forum for all users will enhance their social interactions with each other.
7. **Support to Learners in a timely manner**– Details of technical support and email contacts must be included so as to provide support for all users.

E-learning is becoming increasingly prominent in tertiary education, with universities increasing provision and more students signing up. But is it actually changing the way universities teach and students learn, or is it simply a case of students typing up their essays on computers and professors sending them course reading lists or work assignments by e-mail?

As the world is moving towards the digital age and more and more universities are trying to maximize the use of technology in education, one must consider both the advantages and disadvantages of doing so. Although the use of technology in the field of education has revolutionized the way we learn there are still some downsides of relying completely on

technology to learn. E-learning systems are the storehouses of information, training and knowledge but at the same time, they could be the storehouses of misinformation, poorly guided training or bad knowledge.

### Education technology Industry:

What is Ed Tech:

Ed-tech is the practice of introducing IT tools into the classroom to create a more engaging, inclusive and individualized learning experience.

Today's classrooms have moved beyond the clunky desktop computers that were once the norm and are now tech-infused with tablets, interactive online courses and even robots that can take notes and record lectures for students who are ill.

This influx of Ed-tech tools is changing classrooms in a variety of ways: Ed tech robots are making it easy for students to stay engaged through fun forms of learning; IoT devices are being hailed for their ability to create digital classrooms for students, whether they're physically in school, on the bus or at home; even machine learning and Block chain tools are assisting teachers with grading tests and holding students accountable for homework.

The potential for scalable individualized learning has played an important role in Ed-tech's ascendance. The way we learn, how we interact with classmates and teachers, and our overall enthusiasm for the same subjects is not a one-size-fits-all situation. Everyone learns at their own pace and in their own style. Ed-tech tools make it easier for teachers to create individualized lesson plans and learning experiences that foster a sense of inclusivity and boost the learning capabilities of all students, no matter their age or learning abilities.

And it looks like technology in the classroom is here to stay — 92% of teachers believe tech is going to have a major impact on the way they educate in the near future. For that reason, it's vital to understand the benefits Ed-tech brings in the form of increased communication, collaboration and overall quality of education.

## **How Does EdTech Help Students & Teachers?**

### **Students**

An influx of technology is opening up new avenues of learning for students of all ages, while also promoting collaboration and inclusivity in the classroom. Here are five major ways edtech is directly impacting the way students learn.

#### **1. Increased Collaboration**

Cloud-enabled tools and tablets are fostering collaboration in the classroom. Tablets loaded with learning games and online lessons give children the tools to solve problems together. Meanwhile, cloud-based apps let students upload their homework and digitally converse with one another about their thought processes and for any help they may need.

#### **2. 24/7 Access to Learning**

IoT devices are making it easier for students to have full access to the classroom in a digital environment. Whether they're at school, on the bus or at home, connected devices are giving students Wi-Fi and cloud access to complete work at their own pace (and on their own schedules) without being hampered by the restriction of needing to be present in a physical classroom.

Various apps also help students and teachers stay in communication in case students have questions or need to alert teachers to an emergency.

### **3. "Flipping" the classroom**

Ed-tech tools are flipping the traditional notion of classrooms and education. Traditionally, students have to listen to lectures or read in class then work on projects and homework at home. With video lectures and learning apps, students can now watch lessons at home at their own pace, using class time to collaboratively work on projects as a group. This type of learning style helps foster self-learning, creativity and a sense of collaboration among students.

### **4. Personalized Educational Experiences**

Ed-tech opens up opportunities for educators to craft personalized learning plans for each of their students. This approach aims to customize learning based on a student's strengths, skills and interests.

Video content tools help students learn at their own pace and because students can pause and rewind lectures, these videos can help students fully grasp lessons. With analytics, teachers can see which students had trouble with certain lessons and offer further help on the subject.

Instead of relying on stress-inducing testing to measure academic success, educators are now turning to apps that consistently measure overall aptitude. Constant measurements display learning trends that teachers can use to craft specialized learning plans based on each student's strengths and weaknesses or, more importantly, find negative trends that can be proactively thwarted with intervention.

## **5. Attention-Grabbing Lessons**

Do you remember sitting in class, half-listening, half-day dreaming? Now, with a seemingly infinite number of gadgets and outside influences vying for a student's attention, it's imperative to craft lesson plans that are both gripping and educational. Ed-tech proponents say technology is the answer. Some of the more innovative examples of students using tech to boost classroom participation include interacting with other classrooms around the world via video, having students submit homework assignments as videos or podcasts and even gamifying problem solving.

### **For Teachers**

Students aren't the only group benefitting from Ed-tech. Teachers are seeing educational tech as a means to develop efficient learning practices and save time in the classroom. Here are four ways Ed-tech is helping teachers get back to doing what they do — teaching.

#### **1. Automated Grading**

Artificially intelligent tools are making grading a breeze. These apps use machine learning to analyse and assess answers based on the specifications of the assignment. Using these tools, especially for objective assignments like true/false or fill-in-the-blank assessments, frees up hours that teachers usually spend grading assignments. Extra free time for teachers provides more flexibility for less prep and one-on-one time with both struggling and gifted students.

#### **2. Classroom Management Tools**

Let's face it, trying to get a large group of kids to do anything can be challenging. Educational technology has the potential to make everything — from the way teachers communicate with their students to how students behave — a little easier. There are now apps that help send parents and students reminders about projects or homework assignments, as well as tools that allow students to self-monitor classroom noise levels. The addition of management tools in the classroom brings forth a less-chaotic, more collaborative environment.

### **3. Paperless Classrooms**

Printing budgets, wasting paper and countless time spent at the copy machine are a thing of the past thanks to edtech. Classrooms that have gone digital bring about an easier way to grade assignments, lessen the burden of having to safeguard hundreds of homework files and promote overall greener policies in the classroom.

### **4. Eliminating Guesswork**

Teachers spend countless hours attempting to assess the skills or areas of improvement of their students. Ed-tech can change all of that. There are currently myriad tools, data platforms and apps that constantly assess student's skills and needs, and they relay the data to the teacher.

Sometimes harmful studying trends aren't apparent to teachers for months, but some tools that use real-time data can help teachers discover a student's strengths, weaknesses and even signs of learning disabilities, setting in motion a proactive plan to help.

These Ed-tech companies are using machine learning to improve human learning.

### **PORTER'S 5 FORCES FRAMEWORK:**

Porter Five (5) Forces Model was proposed by Michael E. Porter in 1979. The purpose was to assess and evaluate the competitive positioning and strengths of business organisations. The model has three horizontal competitive forces (Threat of Substitute Products or services, the threat of new entrants and rivalry among existing firms) and two vertical forces (Bargaining power of buyers and bargaining power of suppliers).

These forces shape the competition within any industry. The overall industry competitiveness declines when these forces reduce profitability. Porter found SWOT analysis lacking in rigour. Many new companies use the Porter Five (5) Forces Model to decide whether it is profitable to enter in a particular industry.

## **BYJU'S PORTER'S 5 FORCES MODEL:**

### **1. Threats of new entrants**

Threat of new entrants reflects how new market players impose threats to the existing market players. If the industry will be profitable and barriers to enter the industry will be low, it will attract more players and hence, the threat of new entrants. will be high.

Here are some factors that reduce the threat of new entrants for BYJU s The Learning App:

- Entry in the industry requires substantial capital and resource investment. This force also loses the strength if product differentiation is high and customers place high importance to the unique experience.
- BYJU s The Learning App will face the low threat of new entrants if existing regulatory framework imposes certain challenges to the new firms interested to enter in the market. In this case, new players will be required to fulfil strict, time consuming regulatory requirements, which may discourage some players from entering the market.
- The threat will be low if psychological switching cost for consumers is high and existing brands have established a loyal customer base.
- New entrants will be discouraged if access to the distribution channels is restricted.

BYJU's The Learning App will be facing high new entrants threat if

- Existing regulations support the entry of new players.
- Consumers can easily switch the brands due to weak/no brand loyalty.
- Initial capital investment is high.
- Building a distribution network is easy for new players.
- Retaliation from the existing market players is not a discouraging factor.

### **2. Threat of Substitute Products or services**

The availability of substitute products or services makes the competitive environment challenging for BYJU s The Learning App and other existing players. High substitute threat shows that customers can use alternative products/services from other industries to meet

their needs. Various factors determine the intensity of this threat for BYJU s The Learning App

The Threat of Substitute Products or services increases when;

- A cheaper substitute product/service is available from another industry
- The psychological switching costs of moving from industry to substitute products are low.
- Substitute product offers the same or even superior quality and performance as offered by BYJU s The Learning App's product.

However, this threat is substantially low for BYJU s The Learning App when;

- The switching cost of using the substitute product is high (due to high psychological costs or higher economic costs)
- Customers cannot derive the same utility (in terms of quality and performance) from substitute product as they derive from the BYJU s The Learning App's product.

### **3. Rivalry among existing firms**

The Rivalry among existing firms shows the number of competitors that give tough competition to the BYJU s The Learning App High rivalry shows BYJU s The Learning App can face strong pressure from the rival firms, which can limit each other's growth potential. Profitability in such industries is low as firms adopt aggressive targeting and pricing strategies against each other.

The Rivalry among existing firms will be low for BYJU s The Learning App if;

- There are only a limited number of players in the market
- The industry is growing at a fast rate
- There is a clear market leader
- The products are highly differentiated, and each market player targets different sub-segments
- The economic/psychological switching costs for consumers are high.



- The exit barriers are low, which means firms can easily leave the industry without incurring huge losses.

#### **4. Bargaining Power of Suppliers**

Bargaining power of suppliers in the Porter 5 force model reflects the pressure exerted by suppliers on business organisations by adopting different tactics like reducing the product availability, reducing the quality or increasing the prices. When suppliers have strong bargaining power, it costs the buyers- (business organisations). Moreover, high supplier bargaining power can increase the competition in the industry and lower the profit and growth potential for BYJU s The Learning App Similarly, weak supplier power can make the industry more attractive due to high profitability and growth potential.

Bargaining power of suppliers will be high for BYJU s The Learning App if:

- Suppliers have concentrated into a specific region, and their concentration is higher than their buyers.
- This force is particularly strong when the cost to switch from one supplier to other is high for buyers (for example, due to contractual relationships).
- When suppliers are few and demand for their offered product is high, it strengthens the suppliers' position against BYJU s The Learning App
- Suppliers' forward integration weakens the BYJU s The Learning App's position as they also become the competitors in that area.
- If BYJU s The Learning App is not well educated, does not have adequate market knowledge and lacks the price sensitivity, it automatically strengthens the suppliers' position against the organisation.
- Other factors that increase the suppliers' bargaining power include-high product differentiation offered by suppliers, BYJU s The Learning App making only a small proportion of suppliers' overall sales and unavailability of the substitute products.

Contrarily, the bargaining power of suppliers will be low for BYJU s The Learning App if:

- Suppliers are not concentrated
- Switching costs are low

- Product lacks differentiation
- Substitute products are available
- BYJU'S The Learning App is highly price sensitive and has adequate market knowledge
- There is no threat of forward integration by suppliers.

## **5. Bargaining Power of Buyers**

Bargaining power of buyers indicates the pressure that customers exert on the business organisations to get high quality products at affordable prices with excellent customer service. This force directly influences the BYJU s The Learning App's ability to accomplish the business objectives. Strong bargaining power lowers profitability and makes the industry more competitive. Whereas, when buyer power is weak, it makes the industry less competitive and increase the profitability and growth opportunities for BYJU s The Learning App

There are some factors that increase the bargaining power of buyers:

- A more concentrated customer base increases their bargaining power against BYJU s The Learning App
- Buyer power will also be high if there are few in number whereas a number of sellers (business organisations) are too many.
- Low switching costs (economic and psychological) also increase the buyers' bargaining power.
- In case of corporate customers, their ability to do backward integration strengthen their position in the market. Backward integration shows the buyers' ability to produce the products themselves instead of purchasing them from BYJU s The Learning App
- Consumers' price sensitivity, high market knowledge and purchasing standardised products in large volumes also increase the buyers' bargaining power.

## **COMPANY PROFILE**



### **HISTORY:**

BYJU'S The Learning App is the popular brand name for Think and Learn Pvt. Ltd., a Bengaluru based educational technology (ed tech) and online tutoring company that has recently received large scale attention from students across India and attracted investors from across the globe. It was founded in 2011 by Byju Raveendran at Bengaluru, Karnataka, India. BYJU'S was first invented in Asia from the Chan Zuckerberg Initiative. It is currently India's best funded education start-up and is considered to be one among the only few Indian consumer start-ups that has gone global, particularly with the 2017 acquisition of Tutor-Vista.

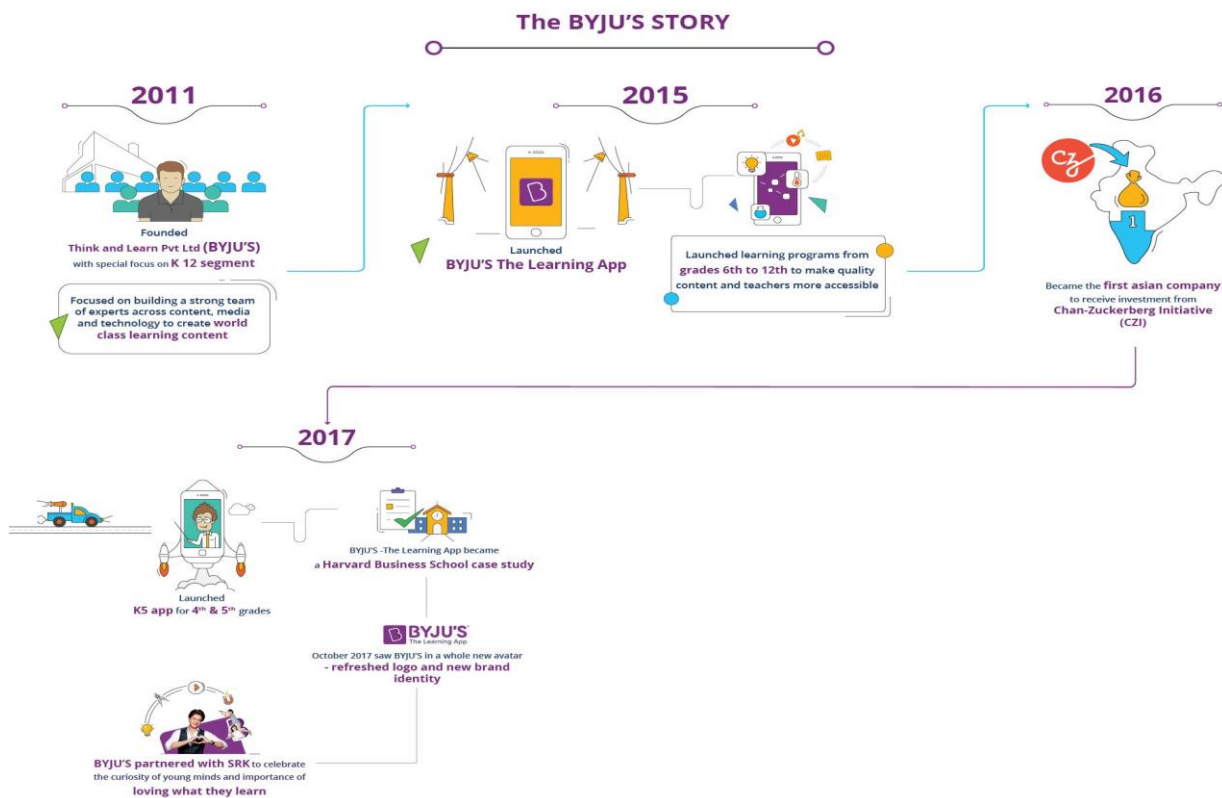
Today's BYJU'S is India's largest education technology company, offering supplementary classes for children between grades 6 and 12. In addition, it also features preparatory modules for several Indian exams like CAT, JEE and IAS, and international exams like GMAT and GRE. Having handpicked the best teachers in the country, and copyrighted their novel techniques, the platform has set an unprecedented trend in Indian education. The big question is, how does it make money? BYJU'S is based on a freemium model, where its content can be consumed freely, without any charge. When students get hooked to the app, and begin using it to learn, parents tend to opt for an annual subscription to sustain the knowledge consumption. BYJU'S go-to-market strategy has been lauded for its scalability, allowing the brand to easily expand in English-speaking markets outside India. Its marketing vehicle have included television, print and hoardings.

## **PROFILE**

BYJU'S is an India's largest Ed-tech (Learning) Company that is reinventing how students learn through its learning app (BYJU'S The Learning App). It offers learning programs that are effective and engaging for students in class 6-12, and for competitive exams like CAT, IAS, and GRE, GMAT. The app male use of original content, watch-and-learn videos, rich animations and interactive simulations that, as opposed to rote memorization, make learning contextual and visuals. Equally important, the app adapts to the unique learning style of each student, inviting them to explore different concepts and suggest a learning footprint for the student that can also address any gaps in learning. BYJU'S aims to inspire a lifelong love of learning.

In 2011, BYJU'S began designing core learning modules, an exercise that took nearly four years to complete. Raveendran knew that the method had to be engaging and interactive, and he made the tutorials rich in graphic content. He conceptualized an adaptive online learning software by using visualization techniques. He made sure that the video formats divided into the depths of a subject without making it boring. In recent years, BYJU'S has tweaked its content distribution strategy. The biggest trump card that BYJU'S is the fact that its model is personalized. Having established a foothold amongst more than 1400 mobile users across India, the app draws usage patterns from individual students, assessing their learning behavior. By assimilating visual and concept themes in their app, BYJU'S cleverly augments engagement time.

In July 2019, BYJU's won the sponsorship rights for the Indian cricket team jersey, replacing its former sponsor Oppo. Shah Rukh Khan is the brand ambassador for BYJU'S.



## PRODUCT AND SERVICES:

### Products and Services offered by BYJU'S

BYJU'S runs on a freemium model. Free access to content is limited to 15 days after the registration.

Their main product is a mobile app named BYJU'S-The Learning App launched in August 2015. It offers educational content mainly to school students from class 1 to 12 (primary to higher secondary level education). The company also trains students for examinations in India such as IIT-JEE, NEET, CAT, IAS as well as for international examinations such as GRE and GMAT.

The main subjects are mathematics and science, and concepts are explained with 12-20minute digital animation videos. BYJU'S reports to have 40 million users overall, 3 million annual paid subscribers and an annual retention rate of about 85%.

In 2019, the company announced that it would launch its app in regional Indian languages. It also planned to launch an international version of the app for English-speaking students in other countries. Recently, Byju's launched new programs in its Early Learn App for students of LKG and UKG as well.

## REVENUES OF BYJU'S:

- In December 2021, BYJU'S Austria-based math learning app GeoGebra in a \$100 million deal.
- In October 2021, BYJU'S raised \$300 million at a \$18 billion valuation.
- BYJU'S announced on September 16 that it has acquired coding platform Tynker. The companies didn't disclose the terms of the deal, but a person familiar with the matter told that the Indian firm is spending about \$200 million on the acquisition.
- BYJU'S on July 26 that was buying professional training and higher education platform Great Learning for \$600 million.
- BYJU'S on July 21 that it has acquired California-headquartered reading platform Epic, which has amassed more than 2 million teachers and 50 million kids, for \$500 million.
- As of June 2021, BYJU'S has become India's most valued startup after raising \$350 million at a \$16.5 billion post-money valuation.
- In 2020, BYJU'S revenue was more than \$100 million. UBS executives said that Byju's current revenue run rate, as of early 2021, is \$800 million. It is expected for revenue run rate to reach \$1 billion in the next 12-15 months.
- BYJU'S valuation was \$11.1 billion as of September 2020.
- BYJU'S has become the first edtech startup to cross \$2 billion in investments from as many as 17 rounds from 21 investors.
- BYJU'S plans to generate \$140 – 150 million in profit margin in this fiscal year.
- BYJU'S doubled its revenue to around \$370 million (₹2,800 crore) in the year ending March 2020.
- BYJU'S 2019 revenue for the financial year that ended in March 2019 was \$188.8 million with a net profit of \$2.8 million.
- BYJU'S plans for an IPO in the next 24 to 36 months.
- BYJU'S learning app reported a gross revenue of over 14 billion Indian rupees in financial year 2019, almost triple the revenue of the financial year 2018.

## **4P'S OF BYJU'S MARKETING:**

### **Product in Marketing Mix:**

A product is a commodity, produced or built to satisfy the need of an individual or a group. The product can be intangible or tangible as it can be in the form of services or goods. It is important to do extensive research before developing a product as it has a fluctuating life cycle, from the growth phase to the maturity phase to the sales decline phase.

A product has a certain life cycle that includes the growth phase, the maturity phase, and the sales decline phase. It is important for marketers to reinvent their products to stimulate more demand once it reaches the sales decline phase. It should create an impact in the mind of the customers, which is exclusive and different from the competitor's product. There is an old saying stating for marketers, "what can I do to offer a better product to this group of people than my competitors". This strategy also helps the company to build brand value.

### **Price in Marketing Mix:**

Price is a very important component of the marketing mix definition. The price of the product is basically the amount that a customer pays for to enjoy it. Price is the most critical element of a marketing plan because it dictates a company's survival and profit. Adjusting the price of the product, even a little bit has a big impact on the entire marketing strategy as well as greatly affecting the sales and demand of the product in the market. Things to keep on mind while determining the cost of the product are, the competitor's price, list price, customer location, discount, terms of sale, etc.,

### **Place in Marketing Mix:**

Placement or distribution is a very important part of the marketing mix strategy. We should position and distribute our product in a place that is easily accessible to potential buyers/customers.

### **Promotion in Marketing Mix:**

It is a marketing communication process that helps the company to publicize the product and its features to the public. It is the most expensive and essential components of the marketing mix, that helps to grab the attention of the customers and influence them to buy the product. Most of the marketers use promotion tactics to promote their product and reach

out to the public or the target audience. The promotion might include direct marketing, advertising, personal branding, sales promotion, etc.

## **SWOT ANALYSIS**

### **Strengths**

- **First Mover Advantage** - Byju's has first mover advantage in number of segments. It has experimented in various areas Strategy. The Strategy & Execution solutions & strategies have helped Byju's App in coming up with unique solution to tap the un-catered markets.
- **Diverse Products** – Byju's offer different varieties of products. Content is available in all type of formats like stories, visuals and theories as well. Also available in regional languages. They provide a wide variety of options to students.
- **Strong Finance** – The company's balance sheet shows strong financial position.
- **High Customer Retention** – Byju's is great in student's engagement into any study material. Research proves that on an average a student spends minimum of 40 mins once they open Byju's App.
- **Acquisition of competitor (White hat Jr.)** – Byjus has recently acquired White Hat Jr. for \$300 million. Together they will provide coding classes to students.
- **Customer Loyalty** – Customers are loyal towards the company because of the good quality products and services.

### **Weaknesses**

- **Low Return On Investment** – Even when the company has strong balance sheet, the return on investment is low due to high expenses which it has to incur.
- **Bad Reviews** – There is two sides of each coin. So, along with positive reviews there are also negative reviews by many customers who are not satisfied with the service and find it expensive.



- **Inventory Management** – The company faces challenges with proper inventory management.

### **Opportunities**

- **Increased Trend of Online Education** – With the increase of e-commerce in India, the trend of education has also increased over the last few years. Everyone wants the comfort of being anywhere for studying.
- **Education due to Covid -19** – Education sector has adversely affected due to Covid-19. It has given great opportunity to Byju's to increase its market as more and more people are dependent on online education.
- **NEP 2020 encourages online education** – The New Education Policy has laid great emphasis on online education and the Govt. is completely supporting it.
- **Introduce Professional Courses** – Currently Byjus is only providing classes for school students and preparation of competitive exams like JEE and CAT. Further it can provide classes in technical and professional courses, extracurricular activities, coding, etc.
- **Untapped Semi-Urban and Rural India** – Byju's still has opportunities for targeting major segment of India i.e., Rural and Semi- Urban. These people are also adapting the new trend.

### **Threats**

- **Business Model can be imitated** – Byju's business model can be imitated by new entrants quite easily. So, this is a threat for the company.
- **Data Privacy** – Data privacy is very essential for companies like Byju's.
- **Competitors** – This being an era of online education, more and more companies are coming in this sector. So, there is always a threat of competitors and its strategies.
- **Economic Recession** – This is also the time of economic recession. People are willing to spend low amounts of money and also over essential products. So, they might not afford online classes for their children along with the school going on.



# BYJU'S

## SWOT ANALYSIS



### strengths

- First Mover Advantage.
- Diverse Products.
- Strong Finance
- High Customer Retention.
- Acquisition of competitor - White Hat Jr.



### Weaknesses

- Low Return on Investment.
- Bad Reviews
- Weak Inventory Management
- Less US Children Enrollments.



### Opportunities

- Increased Trend of Online
- Education due to Covid-19.
- NEP 2020 encourages online teaching.
- Introduce Professional courses.
- Untapped Semi-Urban and Rural India.



### Threats

- Business Model can be imitated.
- Competitors
- Data privacy
- Economic Recession.

# CHAPTER-03

# **COMPETITOR ANALYSIS**

A competitor analysis, also referred to as a competitive analysis, is the process of identifying competitors in your industry and researching their different marketing strategies. You can use this information as a point of comparison to identify your company's strengths and weaknesses relative to each competitor.

You can do a competitor analysis at a high level, or you can dive into one specific aspect of your competitors' businesses. This article will focus on how to conduct a general competitive analysis, but you'll want to tailor this process to match the needs and goals of your business.

Competitor analysis framework focuses on four key aspects:

- ❖ Competitor's objective
- ❖ Competitor's assumptions,
- ❖ Competitor's strategy,
- ❖ Competitor's resources and capabilities

## **List of competitors:**

- A. Vedantu
- B. Toppr
- C. ExtraMarks
- D. Unacademy
- E. Khan academy

A.

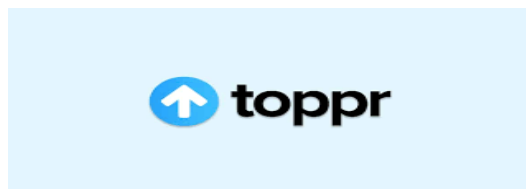


**Vedantu Innovations Pvt. Ltd.** (or Vedantu) is an Indian online tutoring platform launched in 2011, based in Bangalore. The content is focused on Indian primary, secondary and high school curriculum, along with preparation courses for various Indian Entrance Examinations and Olympiads including joint entrance exam, national eligibility cum entrance, “National Defence Academy (India)”, national talent examination.

The company's name Vedantu is derived from Sanskrit words “Vedas”(knowledge) and Tantu (network). The organization is run by Indian Institute of Technology-Alumni **Vamsi Krishna** (Co-Founder & CEO), **Pulkit Jain** (Co-Founder & Head of Product), **Saurabh Saxena** (Co-Founder) and **Anand Prakash** (Co-Founder & Head of Academics). Earlier, the team founded **Lakshya**, which was acquired by Mt Educare, (a subsidiary of Zee Learn) in the year 2012.

Vedantu hosted the second edition of International Student League (ISL) in November 2017.

B.



Toppr founded by Hemanth Goteti. He is an Indian entrepreneur and the founder of the company. He did B.Tech. from Indian Institute of technology, Mumbai. In 2005, he started his career with colance company as an Associate, Software. He joined Ubiquiti Inc. as a Engineering consultant in 2006. In 2010, he joined Futurebazaar.com as a head of engineering where he had two years and six months experience.

In 2013, he open a company name Toppr.com as a founder with a mission to provide online platform for entrance exam preparation. He is very innovative and creative person.

In May 2015, the company raised \$10 million funding in the second round from SAIF Partners, Fidelity Ventures and Helion Venture Partners. In December 2018, it received \$35

Million Series C funding from Kaizen Private Equity. In July 2020, Toppr secured \$46 million in Series D round funding led by investment firm Foundation Holdings.

C.



Extramarks was founded in 2007 by Atul Kulshrestha.

In November 2011, its 38.5% stake was acquired by Mukesh Ambani owned Infotel Broadband and the investment was done through an affiliate company Reliance Strategic Investment for an undisclosed amount.

In May 2017, the company launched the test preparations and coaching centres for entrance examinations like joint entrance examination (Main and Advanced), Medical and foundation (Classes VI-X) and has classroom coaching centers in Jaipur, Bhopal, Indore, Lucknow and Haldwani.

#### PRODUCTS:

In September 2015, Extramarks launched an Android app called Extramarks Smart Study, which allows students to study for Central Board of Secondary Education (CBSE) and Council for Indian school examination curricula, ranging from pre-primary (kindergarten) and Class 1 to Class 12.

In August 2017, it developed an app called Total Learning, which allows students to access the curriculum-mapped learning solutions at home and lets teachers and parents track and monitor the student's performance.

In November 2018, Extramarks launched IITJEE Test Prep App, which allows students to take mock online tests for IITJEE preparation. It also has an app called Interactive Learning App, launched in February 2019. In March 2019, it launched Extramarks Achieve, a mentorship program to provide one-to-one guidance and support to students.

In October 2019, it created and launched an AI-based chatbot called 'Alex' to help students clear their doubts. Extramarks launched kids learning app called Lil One in November 2020. It has an app called The Learning App, which contains solutions for various subjects, including classes of both CBSE and Indian Certificate of secondary education Board examinations along with JEE Main and NEET (undergraduate) courses.

D.



**Unacademy** is an Indian Education technology company, based in Bangalore. Originally created as a Youtube channel in 2010 by Gaurav Munjal, the company was founded in 2015 by Gaurav Munjal along with Roman Saini, and Hemesh Singh. The company has a network of over 5,00,000 registered educators, and offers preparation material for several professional and Education entrance Exam. Unacademy lessons are in the form of Live Classes both free and via subscription.

#### ACQUISITIONS:

- 2018, Wifistudy for \$10 million. Wifistudy is a YouTube-based online exam preparation and learning platform founded in 2013 by Dinesh Godara. Wifistudy focuses on preparation for public-sector exams .
- April 2020 Kreatryx, founded in 2014 by Ankit Goyal, to expand GATE and ESE preparation services.
- June 2020 Mumbai-based online competitive programming platform in June 2020.
- July 2020 Chandigarh based NEET on-line coaching Prepladder for \$50 million in July 2020.
- July 20 major stake in Mastree, a K12 learning platform, by investing \$5 million in July 2020.
- Sept. 2020 Civil service Examination test prep platform Coursavy in Sept 2020.

- December 2020, National Capital Region(India) -based test prep startup Neostencil.
- Feb 2021, majority stake in TapChief, in February 2021.
- March 2021, CAT prep platform Handa ka Funda.
- May, in 2021 it has a valuation of 3.4 Billion dollars valuation.

E.



Khan Academy is a 501(c)(3) nonprofit educational organization offering online resources for youth and adult learners. Khan Academy was founded in 2006 by Sal Khan, who serves as CEO. The organization is headquartered in Mountain View, California and has 150 employees. Khan Academy's stated mission is "to provide a free, world-class education for anyone, anywhere."

Khan Academy offers online practice exercises, instructional videos, and a personalized learning dashboard for youth and adult learners to study at their own pace. Khan Academy offers courses and resources in math, science, computing, history, art history, and economics, as well as test preparation content for the SAT, LSAT, and Praxis. Khan Academy also offers coaching and teaching resources, including a teacher dashboard providing summaries of individual student and class performance. Khan Academy's resources are translated into thirty-six languages and there are Spanish, French, and Brazilian Portuguese versions of the site.

Khan Academy offers its resources for free to users, instead of ads or subscriptions, and is supported by individual, corporate, and foundational contributions. Supporters of Khan Academy include Bank of America, College Board, AT&T, Ann and John Doerr, Bill and Melinda Gates Foundation, Google.org, Novartis, Fastly, General Motors, Adobe, Ann and John Doerr, Fundação Lemann, Carlos Rodriguez-Pastor, Tata Trusts, and Valhalla Charitable Foundation. Khan Academy acquired Duck Duck Moose, an educational mobile app company, in 2016.



## FUNDING:

Funding. Khan Academy is a 501(c)(3) nonprofit organization, mostly funded by donations coming from philanthropic organizations. On its IRS form 990, the organization reported \$31 million in revenues in 2018 and **\$28 million in 2019**, including \$839,000 in 2019 compensation for Khan as CEO.

# CHAPTER-04

# CUSTOMERS ANALYSIS

## TARGET AUDIENCE/ CUSTOMER:

BYJU's has chosen the students as its target audience. Whether it is a student of grade one or a student who is trying to clear entrance examinations such as IAS, CAT, BYJU's has it all. BYJU's has chosen its target audience very wisely as it covers every exam which is crucial and trending these days such as the JEE, NEET or BITS.



In addressing key activities, the major key activities of the company include information technology infrastructure, IT infrastructure operations. These key activities of the organization enable to enhance the quality of resources for fulfilling the needs of the students. Research suggests that customer experience is increased with the help of good relationships with customers. In terms of customer segmentation, the customer segmentation includes teachers, students, parents and other competitive exams.

## **Targeting**

Target market is a type of customer within the market. In the study target market of BYJU'S indicate students between pre-Kindergarten to class 12. Moreover, the organization prepares notes for CAT, NEET, IIT department, IAS, GRE and other important examinations. The target market of the company indicates a group of customers. It is necessary to identify the target market for the development of marketing plans. In the educational organization, the target market is a central aspect of the marketing plan. When sales grow for the company, it will automatically expand its target market. In terms of international expansion, the learning application has emphasized on its domestic target market. It has been stated that growing the target market enhances opportunities for enhancing revenue.

The organization launched an educational application for students' class between pre-Kindergarten to class 12. The organization knows its customer well to meet their needs in

the most effective way (Chan et al. 2016, p.856). Based on geographic location, the company focuses on its target market with the help of its collaboration with Disney Bats and discovery channel. The key focus of the collaboration is to enter into the new English market. There is no doubt that the popularity of applications has increased.

### **Positioning**

BYJU'S stands the most significant position of its organic growth. The owner of the application understands parents and student's perspective towards education. The multimedia application launched in the market less than two years ago. The business strategy of the application has successfully caught the schoolchildren to its strong positioning of learning. Moreover, the company produces effective study materials for competitive examinations.

There are four types of marketing positioning strategies such as product benefits, product price, quality of products, use of product and competitors. The price of the study material is reasonable. The study materials of BYJU'S is contained with highly knowledgeable materials prepared by experienced professionals. The users are well-satisfied with the evaluation of study materials. With time, the demand for products is increasing. The popularity has been increased due to effective teaching skills. The organization understands the needs of the users in the present time (LeatonGray and Kucirkova, 2018). The teaching method of BYJU'S application has proven evidence with success. The quality of products and innovative study materials has taken the organization to a better place compared to its competitors.

### **Tactical Plan Marketing/ Marketing Mix Dimension:**

A marketing mix is an effective tool combined with several components. All the tools are used to promote the products. It is all about positioning of products sold in the marketplace. In this stage, the effectiveness of the marketing mix of BYJU'S will be evaluated to promote the application to its targeted audiences.

### **Product**

A product is an important commodity to satisfy the needs of customers and groups. In the study, the key product of BYJU'S is the learning application. The learning application is

well designed with innovative study materials and teaching procedures. Based on the quality of products, the management of the educational institute focuses to meet the needs and requirements of its customers. Research suggests that the quality of the product can meet the needs of the customers. The study materials and teaching procedures have successfully achieved significant place compared to its competitors. The continuous improvement of BYJU'S always sets new records. The major strength of the organization is high-quality learning modules and videos.

With the impact of original content, the organization can attract more customers. Video lessons of the application are prepared and verified by 100 experienced teachers. The organization is engaged to work with effective procedures. It has been evaluated that the high-quality learning module has enabled the educational organization to expand its areas in both domestic and international markets. In the present time, the collaboration of BYJU'S helps to enter into the new English market such as the UK, USA and Australia.

### **Price**

BYJU'S has the option of a free subscription business model. The company has a small subscription fee for eight years which will help students to get unlimited access to their study materials. Moreover, the management of the company also has a plan for the students which assists the students to teach their goals. The course of the application is available with a specific exam to check the ability of students including the subscription fee. Per annum fee of BYJU'S is approximately 105,000 rupees for the next eight years within India, which can be maintained as 2000 AUD in the Australian market. The company also has other plans monthly, which just also be introduced within the target market segment. Furthermore, the application also has a free trial period where students can access the services of the organization. The free subscription is for 15 days. For marketing and promotion, BYJU'S uses 20% of its earning revenue (Wu and Li, 2018). The company has a greater strategy to enhance brand image. The company charges \$18 per month to provide effective teaching and study materials to its users. The transaction model of BYJU'S is efficient to have hassle-free payment in favour of its users. Credit card, cash and loan tenure facilities are available for payment (HR and Aithal, 2020, p.262).

## **Place**

In the marketing mix, placement is a very significant part. The company focuses on those stages where students need the study materials of the learning app. To enhance its target market in Australia, the collaboration of the organization with Disney Bats and discovery channel has focused on entering new markets (Abril and Rodríguez-Cánovas, 2016, p.170). The management of the organization has successfully indicated those areas where it needs the requirements of study materials.

## **Promotion**

To promote the learning application to its target market, the management of the educational organization has integrated social media platforms. The effectiveness of social media platforms helps the organization to advertise about the efficiency of the learning application. It has created significant results in organizational perspective. Moreover, the collaboration of the educational application helps to expand its business in the international market. It has been evaluated that an effective promotional strategy has prior impact to reach its innovative ideas at the target audiences. Since the Australian are reliant on digital and social media for retrieving information about services being offered by organisations so Byju's should avail both digital and social media platforms for advertising their services and thus, gaining enhanced reachability in the market segment.

## **COMPETITIVE ADVANTAGE:**

- Unlike many learning platforms in this list, BYJU'S is a one-stop-solution for all afterschool learning needs.
- They offer customized courses for students starting as young as kindergarten way up to job aspirants taking up competitive exams.
- BYJU'S is also not a typical Edtech company they are more of an Education Media Technology Company.
- The programs that BYJU'S has to offer are more comprehensive and interactive as they use movie-like videos and game-like interaction in their content.
- They also host live online tutoring classes (BYJU'S Classes), computer coding for kids (WhiteHat Jr), and prep courses for several competitive exams.

- Apart from these, the BYJU'S website has an archive of tips, resources, and study materials for government job aspirants.
- They are partnering with the likes of Disney, Osmo, etc. This will ensure that the quality of their content remains engaging, interactive, and far ahead of their competitors.
- BYJU'S courses are multilingual., Hindi, Malayalam, Kannada, Telugu, etc. This gives them a greater reach and makes their offerings more inclusive.
- They are going global; made forays into the middle-east markets. They are rolling out localized content for the European and North American markets.

VRIO analysis for BYJU'S The Learning App case study identified the four main attributes which helps the organization to gain a competitive advantage. The author of this theory suggests that firm must be valuable, rare, imperfectly imitable and perfectly non sustainable. Therefore, there must be some resources and capabilities in an organization that can facilitate the competitive advantage to company. The four components of VRIO analysis are described below

**VALUABLE:** the company must have some resources or strategies that can exploit opportunities and defend the company from major threats. If the company holds some value then answer is yes. Resources are also valuable if they provide customer satisfaction and increase customer value. This value may create by increasing differentiation in existing product or decrease its price. If these conditions are not met, company may lead to competitive disadvantage. Therefore, it is necessary to continually review the BYJU'S The Learning App company's activities and resources values.

**RARE:** the resources of the BYJU'S The Learning App company that are not used by any other company are known as rare. Rare and valuable resources grant much competitive advantages to the firm. However, when more than one few companies uses the same resources and provide competitive parity are also known as rare resources. Even, the competitive parity is not desired position, but the company should not lose its valuable resources, even they are common.

**COSTLY TO IMITATE:** the resources are costly to imitate, if other organizations cannot imitate it. However, imitation is done in two ways. One is duplicating that is direct imitation and the other one is substituting that is indirect imitation. Any firm who has valuable and rare resources, and these resources are costly to imitate, have achieved their competitive advantage. However, resources should also be perfectly non sustainable. The reasons that resource imitation is costly are historical conditions, casual ambiguity and social complexity.

**ORGANIZED TO CAPTURE VALUE:** resources, itself, cannot provide advantages to organization until it is organized and exploit to do so. A firm (like BYJUs The Learning App) must organize its management systems, processes, policies and strategies to fully utilize the resource's potential to be valuable, rare and costly to imitate.



# **CHAPTER- 05**

## **FINDINGS**

- In an education industry, promotional strategies are needed to be updated almost every day.
- A little variation in the pricing strategy of the competitors may divert lot of customers.
- In outdoor publicity, activity is mentally and physically tiring.
- Customer Relation Management is important with new and existing customers.
- Different customers have different need.

The data was collected from the respondents and were collated for analysis based on statistical models. Statistical models help to provide an inference or a conclusion from a small population. Bar Diagrams, Pie Charts, Tables and Line Graphs were used to illustrate the data collected. After the effective representation of data, the researchers could analyse the data through Inferential Analysis and Descriptive Analysis. Inferential Data Analysis is a type of analysis that helps to test theories. Descriptive Data Analysis describes the main features of the data collected quantitatively. The tagline of Byju's App is "Fall in Love with Learning." Advertisements of the App claim that the App makes concepts easy and makes learning a pleasurable experience through the use of technology. The researchers analysed how the modern learning techniques used by Byju's App help in the transformation of learning among the users. The responses collected from the questionnaire given to the learners were thoroughly analysed based on Descriptive and Inferential Methods of research. The analysis of the study helped to draw certain inferences on the app. The particulars considered for this regard include, Penetration of the App among students, Scope, Attractiveness, Easiness, Subject Focus, Effectiveness, Personalized Learning, etc. Each particulars selected here were chosen based on the questionnaire distributed among the learners. Advertisement through Visual media like television, and New Media like the Internet helped the App to reach a wider audience. 74% of the learners heard about the app through advertisement. 70% of the learners use the App to understand concepts, 24% for exam preparation, 4% for doing homework and only 1% for doing revisions. From this, it can be understood that the learners give more importance to learning concepts rather than rote learning. 68% of the respondents found the App to be attractive and interesting in learning difficult subjects like Mathematics and Science. 60% of the learners use the app for 30 minutes to 1 hour. Only 14% use the app for more than an hour. From this data, it can be

understood that the app is used only as a tool for learning concepts and not used during the entire study time. 72% of the students opined that the App helps them in exam preparation. 46% of the respondents claim that they use an educational app other than Byju's. The table given below shows the findings of the study.

### FINDINGS OF THE STUDY

SL.NO	PARTICULARS				
1.	Penetration on the App	Advertisement-74%	School-12%	Family-10%	Printed Media-4%
2.	Scope	Understand concepts-70%	Exam preparation-24%	Homework-4%	Revision-1%
3.	Attractiveness	Good-68%	Average-22%	Very good-8%	Not at all-2%
4.	Easiness	Quite-50%	Very-44%	Not very-4%	Not at all- 2%
5.	Subject Focus	Maths-42%	Science-42%	Language-8%	Any other-8%
6.	App Usage	30 min-1hr-60%	Less than 30 min-26%	1-2hr-10%	More than 2hr-4%
7.	Orientation for exams	Very-36%	Quite-36%	Not Very-20%	Not at all-8%
8.	Effectiveness	Very-50%	Quite-34%	Not very-12%	Not at all-4%
9.	Self-Learning	Very-52%	Quite-32%	Not Very-14%	Not at all-2%
10.	Use of other learning apps	Yes-46%	No-38%	Some-16%	Many- NIL

# CHAPTER-06

# **SUGGESTIONS AND CONCLUSION:**

## **SUGGESTION-**

Recruitment of the workforce is done on a random basis as company does not have responsible HR division and majority of the workforce in the organization is parttime or full-time intern. With Permanent employees in the organization, the cost of training the new employees can be saved.

The company can bring educational packages that provide the coaching for a year or two years test preparation, by which company will be operational throughout the year resulting in increase in its market share.

Incentives based sales will ensure quality work and hard work from the workforce.

## **CONCLUSSION-**

The Byju's App is known for its self-paced learning experience by enabling the students crack down difficult concepts. The app uses a host of modern techniques like web-based learning, visual graphics, video-based instruction, etc. to provide an immersive learning experience. These innovations are highly helpful for the students to understand basic concepts and enable them to prepare for exams. From this study, it is clear that Byju's app has transformed Indian education scenario by effectively incorporating Constructive methods of teaching and learning. Most of the respondents agree that the app is interactive, comfortable and effective. But the study also finds that some users are not able to effectively use this App for personalized learning as they are not regular subscribers of the app. regular subscription is on the expensive side for average Indian students. Byju's App is striving hard to transform education scenario and will surely reach to a mass audience if it can become more affordable.

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